

BEAUTIFY THE CITY FOR "OLD BOY" VISITORS

Says Londoners Should Give Their City Polishing Before Old Boys' Week

Publicity Authority Declares the Best Way To Give Visitors Good Impression Is To Give the City a Good Scrubbing.

"If you're going to have an Old Boys' Week in London, mind you clean the place up, and make it look real smart," said a prominent Londoner to The Advertiser yesterday. "There's no place like home." Of course there isn't. But what is it that most people associate with the home of their dreams, whether it be the home that belongs to their childhood, or the future home of the June bride? Isn't it the cleanliness of the place? Whatever love the wanderer may bear for the haven of his youth, it is always the place where he or she was kept clean and neat. Mother may have been responsible for that, but in any case he was very, very neat at home, and in the back of the mind of the man in a distant country is a vision of the spick and span orderliness that his mother worked so hard to maintain, and that he did so much to reverse. It applied to everything, from clothes and boots to knives and forks, but it left its mark, and is part of the dear memory.

Selling Environment.

The citizen referred to above is an advertising man, and like all the real dyed-in-the-wool publicity men he loves to create what he calls "the selling environment." As applied to the Old Boys' Week, he translates it as putting pep and enthusiasm into the minds of the returning wanderers. "They're all old boys," he said, "and I know they love the old burg, but I'll bet they'll love it all the better if they find it already dolled up for them."

Clean Up City.

The advertising man leaned back in his chair and watched the traffic curling from his old briar. "Look at that," he continued, picking up a gayly-decorated tin of tobacco. "See the cute little label on that, it does make the stuff inside a lot better, but I know I like the tobacco, and always buy it. What's more, that label has something to do with it. 'I'll tell you what Londoners should do for the great work. Trim their gardens, cut their lawns, paint their houses, buy a new pair of shoes, that's very important, because everyone sees them. Then they ought to give their houses a shampoo, and replace any shingles that have blown off. There's nothing looks worse than that, and these birds of passage are awfully critical you know.'"

Offers Suggestions.

The reporter looked a bit dubious. "Do you think they'd really do all that?" he asked. "Why shouldn't they?" queried the man with the pipe and the penetrating eyes. "I'd do a whole lot more than that if I were in charge of the campaign. First I'd get the fellows to give their tin lizzies a new coat of varnish, then I'd get them to dig all the dandelions and weeds out of their lawns. That would be some job, too," he added thoughtfully. "Then they would have to buy a new dress for their wives and invest in a new suit for themselves. The dog ought to have a new collar, and the cat might be decorated with some kind of order. Anyhow the idea is that everything in the Englishman's castle should be fixed up all ready for the great event."

Wouldn't Cost Much.

"Can't afford it?" he asked looking both pained and surprised. "It wouldn't cost much, I assure you. I heard something about the mayor's sleeve, or some kind of emergency fund that is to be relied on whenever a worthy cause shows its head over the top? You go and ask his worship, and see what he can do. What do you do when you go out to

KIWANIS CLUB VISITS KI-Y SUMMER CAMP

Members Spend Afternoon Entertaining Their Young Protégés.

Eighty Kiwanians donned the mantle of youth and joined their adopted youngsters, the Ki-Y Boys, at the rustic summer camp on Elmar Sage's picturesque farm yesterday afternoon.

The big Ki-Y outing festival, which has become one of the admirable features of Kiwanian activities every year, attracted practically the entire club membership to its site on the banks of the Thames. For many it was the first opportunity of inspecting the splendid camp, the maintenance of which is borne by the Kiwanians themselves. The laughter and fun enjoyed by the boys was contagious, and many of the adopted "daddies" entered into the frivolity of the occasion with the abandon of a barefoot boy himself.

Pres. J. B. Hay delighted the boys with the announcement that ice cream and watermelon would be given to them by the club. He then urged the members to attend the Kiwanis outing at Windsor next week, and vacated the chair in favor of Colonel George Gillespie. The latter referred to an address on the Union Jack delivered by him Thursday to the boys. He proceeded to test the attention with which the boys listened to his remarks in connection with his former talk. The lads showed some apprehension, some of them running away. The colonel, however, threatened reprisals, good-naturedly refusing the youngsters a share of the ice cream and watermelon unless they returned to answer his questions. The boys scampered back, and testified to the attention with which they heard Col. Gillespie's address by answering his questions with ease. Col. Gillespie then recounted three interesting stories.

Following this part of the program a baseball match was staged between the Kiwanians and their protégés.

BANDITS BEAT CLERK WHEN ROBBING STORE

W. J. Clark, Toronto, Is In Hospital As Result of Encounter.

Canadian Press Despatch. Toronto, July 14.—Two thugs, one armed with a heavy unloaded army revolver, last night held up W. J. Clark, a jewelry clerk, employed in Stanner's jewelry store, Queen street west, and when he refused to throw up his hands and obey their commands to help them rob the store, beat him over the head with the butt of the revolver. As a result of the encounter Clark is in the Western hospital with a badly battered head. His assailants are still at large. The would-be thieves fled without taking anything from the store.

TRIAL ON O.T.A. CHARGE IS POSTPONED UNTIL MONDAY

Special to The Advertiser. Aylmer, July 13.—The trial of Edward and Melburn Wall, for alleged violation of the O. T. A., and theft of an automobile, in which Edward Brisseau was killed at New Sdrum, last week, was postponed from yesterday until Monday at 2 p.m.

TRIES SUICIDE WITH PICK.

Special to The Advertiser. Detroit, Mich., July 14.—Deviating from the time-worn methods of self-destruction, Don F. Fiedler, 37 years, residing at Hotel Clayton, attempted to end his life today by piercing his chest with an ice pick. His condition is serious. He would give no reason for his act.

THOUSANDS FLOCK TO PORT STANLEY FOR GREAT PICNIC

Travelers Annual Outing Expected To Be Greatest Ever Held.

NUMEROUS FEATURES

Today is travelers' day at Port Stanley. Thousands of members of the Commercial Travelers' Association will make merry at Port this afternoon, and every effort has been made to make the picnic this year the best ever.

Starting this morning at 9:45, the day will be crisscrossed with entertainment—parades, baby shows, races, music, fire works, everything that makes a picnic has been included in the program arranged by the committee.

At 9:45 this morning the travelers will meet at the corner of Richmond and King streets to start on the parade. They will march through the main streets, and will leave on the 10:20 car for the lake. An event that is expected to draw many travelers to the parade will be the drawing of a \$40 club bag, donated by H. F. Ritchie Company of Toronto.

Give Out Programs.

Programs of the day's entertainment will be given out at the beginning of the procession, and attached to these will be coupons. Each picnicer will receive one of these, and the person with the lucky number will take away the handsome prize.

At St. Thomas a halt will be called for an hour, during that time the London men will meet the Woodstock and St. Thomas contingents and the three cities together will stage a combined parade through St. Thomas headed by two local bands.

The baseball games are the feature of this afternoon's program. The first game will be between two rivals, the Kiwanis Club and the Commercial Travelers' Association. These teams met last year, and after a hard-fought battle the Travelers won. It is to seek revenge that the Kiwanis club has challenged the C. T. A. to a game to the death. The travelers have their team already lined up, but the personnel is not to be indulged until the crucial moment this afternoon when the two teams meet for the supremacy.

Two Others Meet.

As a preliminary to the main game two other deadly enemies will meet in another life and death affair. The Smallman & Ingram Thistles play the McCormick Molly-O's at 4 o'clock this afternoon. This game will be interesting to watch as both teams play excellent ball, and it will be nip and tuck which side wins.

The baby show has drawn entrants from all over Western Ontario. There will be two events in this competition, one for babies under six months, and the other for babies six months to a year. A cut glass fruit-bowl will be the prize for the winning child.

RELEASE BEER.

Hamilton, July 13.—License enforcement officers here seized some beer that was destined to Detroit on the suspicion that it was intended for use in Ontario. The case was before Magistrate Jeffs this morning, and he dismissed it, holding that the officers did not produce any evidence to support their suspicion that the beer would not go to Detroit.

WILL CONSTRUCT NEW SCHOOL TENNIS COURTS

Committee Will Recommend Notice Boards For the Central Collegiate.

Number three committee of the board of education at yesterday's meeting decided to recommend to the board that notice boards of fibre board be placed in every room of the Central Collegiate at a cost of \$225. This does away with the old-fashioned central board in the center of the school, and the children will not have to hustle around to get the school news as their fathers had to do.

The committee spent an hour discussing the advisability of building four new tennis courts on the grounds of the same school at a cost of \$1,600 for the four lawns. While it was admitted that more tennis grounds were urgently needed in London many of the trustees thought that one court at the school would be plenty and Mrs. J. I. A. Hunt deprecated the idea of adding any new lawns at all. The Rev. Quintin Warner, who fell through his term of service on the board has shown himself as being opposed to any unnecessary expenditure. He expected that the Public Utilities Commission, who had already handled the civic playgrounds so well, were the proper authorities to build any new tennis courts that London might need.

Finally on a motion of W. A. Casselman, seconded by B. N. Campbell, it was carried only by the odd vote of A. N. Udy, it was decided to build two courts on the west side of the school. The remaining courts may be laid out next year. A. E. Silverwood, chairman of the committee, informed the trustees that the city council had received their proposal in connection with the lots on Belgrave avenue with appreciation, and that a special board meeting will be called soon to deal with this and with the question of the London West school site, the deed of sale for which is still in the hands of the city solicitor.

RECEIVES LARGE CROSS ERECTED TO FALLEN

Lieut.-Colonel Reid Will Place Memento In the Armories.

A relic of extraordinary interest to members of the First Battalion has been received by Lt.-Col. Eric Reid, D.S.O. It is a large, well-preserved wooden cross of the type erected to the memory of fallen soldiers during the early periods of the conflict. On its white surface are engraved the names of 13 former soldiers of the First Battalion, with whom, no doubt, many Londoners came in personal contact.

The cross was presented to Colonel Reid by friends in France. Apparently a new and more lasting memorial has been substituted for the temporary monument now, which Colonel Reid has sent to the local armory. On the First Battalion cross lately forwarded to Colonel Reid the clay of Vimy still remains. It was originally implanted to mark the last resting place of 13 dead heroes buried together at Vimy. It is seven feet high and composed of strips of scintillating painted wood. At the top are the letters R. L. P. (Rest In Peace) and below are the names of those the cross memorialized. In the center are the figures, 9-4-17, signifying, died September 4, 1917. The names engraved upon it are Sergt. C. M. S.

WESTERN PASTOR SPEAKS ON "THE STORY OF CHRIST"

Rev. C. W. Brown, B.A., B.D., of Saskatoon, who is preaching in First Methodist Church, London, during July and August, will take for his subject tomorrow night "The Story of Christ." Have you read Giovanni Papini's book by that title? You will enjoy hearing Mr. Brown's talk. One writer, in speaking of this book, has said: "We have had other 'Lives of Christ,' but none like this. The others have been mostly by the theologians and trained Biblical scholars. This is by a poet, and a poet in prose, as Bunyan was, and he has discovered the Bible as Bunyan did. It seems impossible for anyone to rewrite the story told in the Four Gospels, and yet Papini effectively accomplishes the task. And he does it with rare insight. In it the real and the ideal blend as in life. He will have nothing to do with 'make-believe.' He must get down to the fact of the real or of the ideal."

HEAT WAVE IN ITALY.

Associated Press Despatch. Florence, July 13.—The heat wave which is sweeping Italy reached its high point here today when the temperature rose to 99 degrees Fahrenheit. Several cases of sunstroke were reported.

Make Extra Room for Visitors

CAMP in your own back yard

IT is anticipated thousands will visit the city during "Old Boys' Week." Make provision for extra accommodation by securing a tent.

Raymond Tents are noted for quality—buy the best.

New, Second hand, or to Rent

BUT SECURE YOURS NOW AND BE SURE.

Raymond Brothers

172 KING ST. PHONE 1748.

Here's the Key

London Old Boys' Reunion and Summer Carnival

August 4 to 11, 1923

WRITE YOUR FRIENDS TO COME HOME. A SOLID WEEK OF FUN.

HENRY MEYERHOFF CARNIVAL

20 SHOWS AND RIDING DEVICES. FIRST CLASS ATTRACTIONS

EDWIN SMITH, Secretary.	JAMES S. BELL, Treasurer.	J. H. SAUNDERS, President.
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Citizens Are Urged To Lend Every Effort In Making Their Home City More Beautiful For Old Boys' Week

AUGUST 5 to 11

Let's make it smile a welcome to our old boys and girls returning from foreign parts.

NOW IS THE TIME TO START.

Take a pride in your old home town. Beautify your homes, your lawns and your yards so our visitors will talk with pride.

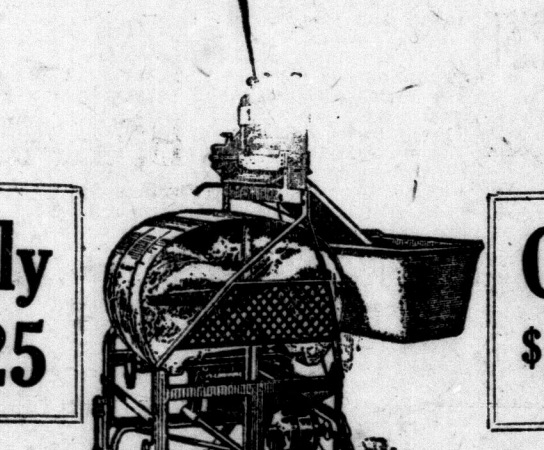
Paint Up and Clean Up Your Yards and Homes

CITY OF LONDON.



SUBSCRIBE for THE ADVERTISER

Only \$125



Only \$125

MADE IN CANADA.

Announcing the Exclusive London Agency for COFFIELD ELECTRIC WASHERS

Now the Hydro Shop is in a position to offer the people of London an exceptional machine at an exceptionally low price.

The Coffield is sturdily built on an all-metal stand and equipped with an all-copper tub and dependable Westinghouse motor. It is simple to operate, unusually quiet and vibrationless; easy to drain, clean and care for.

Best of all, the Coffield makes the prettiest, whitest clothes that ever came out of suds; does the job in snappy time and wrings everything in a fine wide eight-position swinging wringer.

SMALL DOWN PAYMENT AND EASY TERMS.

THE HYDRO SHOP

DUNDAS AND WELLINGTON STREETS. PHONE 7000.

WHEN YOU HAVE VISITORS—

Serve **Fairful's Blue Ribbon Boxed Cake**

What quicker and better way is there when you have a housefull? During Old Boys' Week you'll want it, too.

Fairful's Blue Ribbon Boxed Cake is always ready—there's no fuss—you simply take it from the package and serve.

Select your favorite flavor—cherry, raisin, chocolate, silver and gold, encased in rich icing, and order it.

AT YOUR GROCER'S OR PHONE 944 AND OUR WAGON WILL CALL.

Fairful's

Larger Cakes furnished on short notice. Special rates to churches, lodges, socials, picnic parties, etc.